

Physical Activity and Obesity Campaigns:

UAW-GM LifeSteps Program

Obesity and the Built Environment Conference

May 24, 2004



Prevalence of Obesity in GM: The Problem

Health Risk Appraisals N = 338,192 individuals

BMI* >18 and < 25 is normal

66% BMI* \geq 25

42% BMI* \geq 27.5

26% BMI* \geq 30 (Obesity Classification)

18% BMI* \geq 30-34.9 (I)

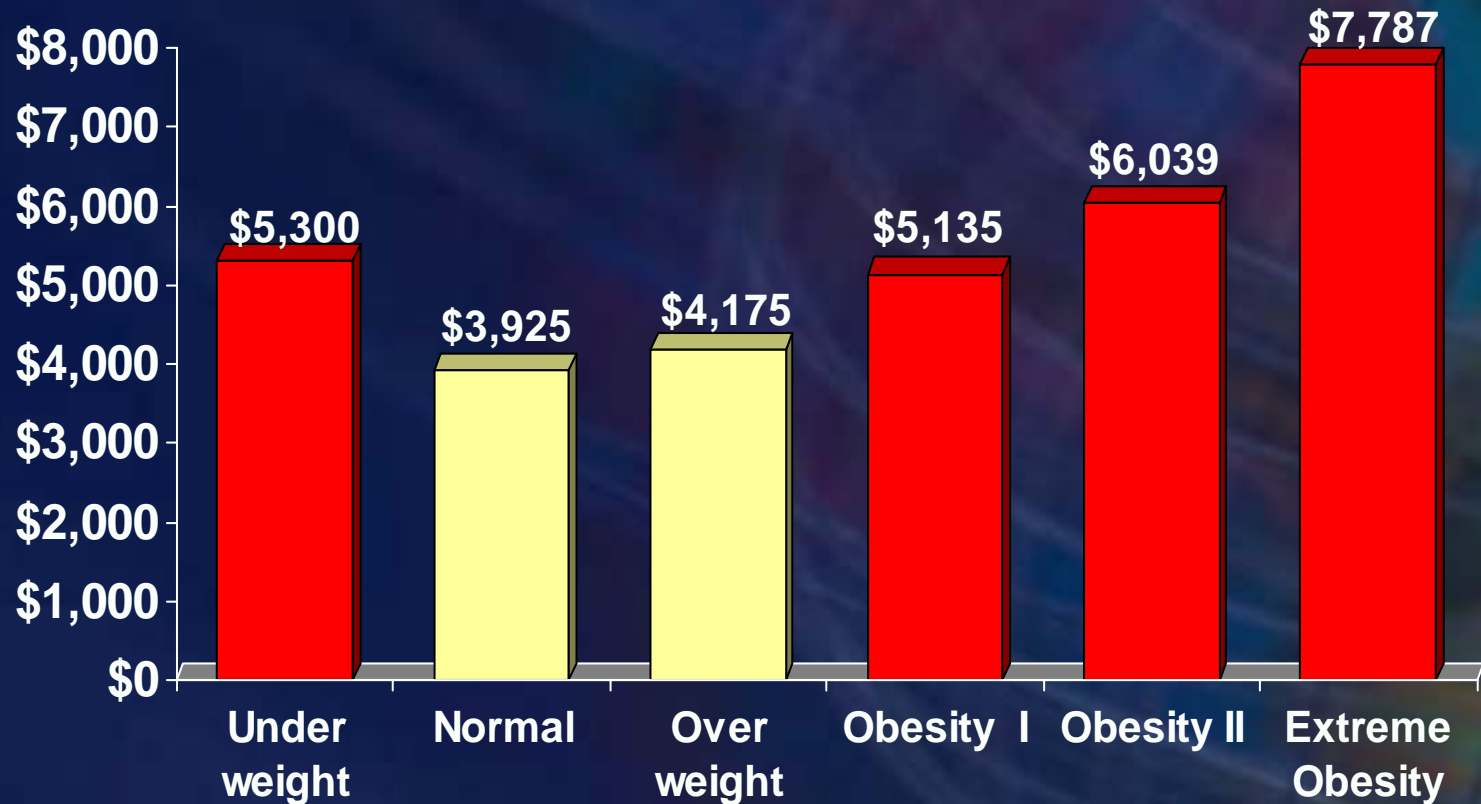
6% BMI* \geq 35-39.9 (II)

3% BMI* \geq 40 (III)

*BMI= Body Mass Index which is a calculation that takes a person's height and weight into consideration

Annual medical and drug costs by BMI groups

Average paid
medical cost (\$)



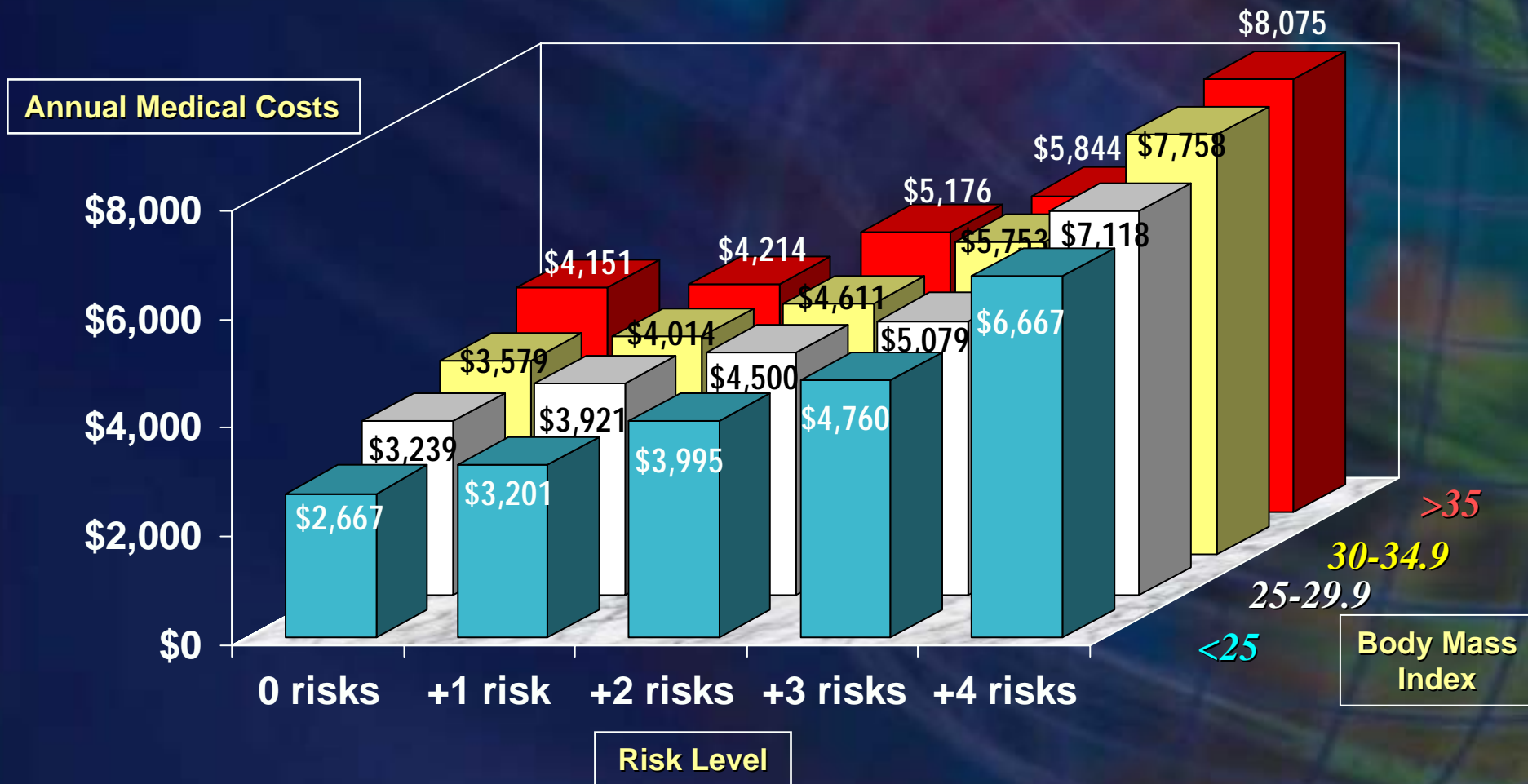
* Non-Medicare adults, average 2001-2002 HSMD paid amounts.

Modified from: Wang, Schultz, Musich, McDonald, Hirschland, Edington. AJHP. 17(3): 183-189, 2003.

Change in BMI-risk (≥ 30 kg/m²) among multiple HRA participants

Participants	First HRA		Most Recent HRA		Change in number at risk	% Point Change
	Number at risk	Percent at risk	Number at risk	Percent at risk		
All (N=178,441)	41,222	23.1%	44,875	25.1%	+3,653	2.0
Active Employee (N=25,501)	6,495	25.5%	7,520	29.5%	+1,025	4.0

Medical Costs Associated with Risks by Categories of Body Mass Index

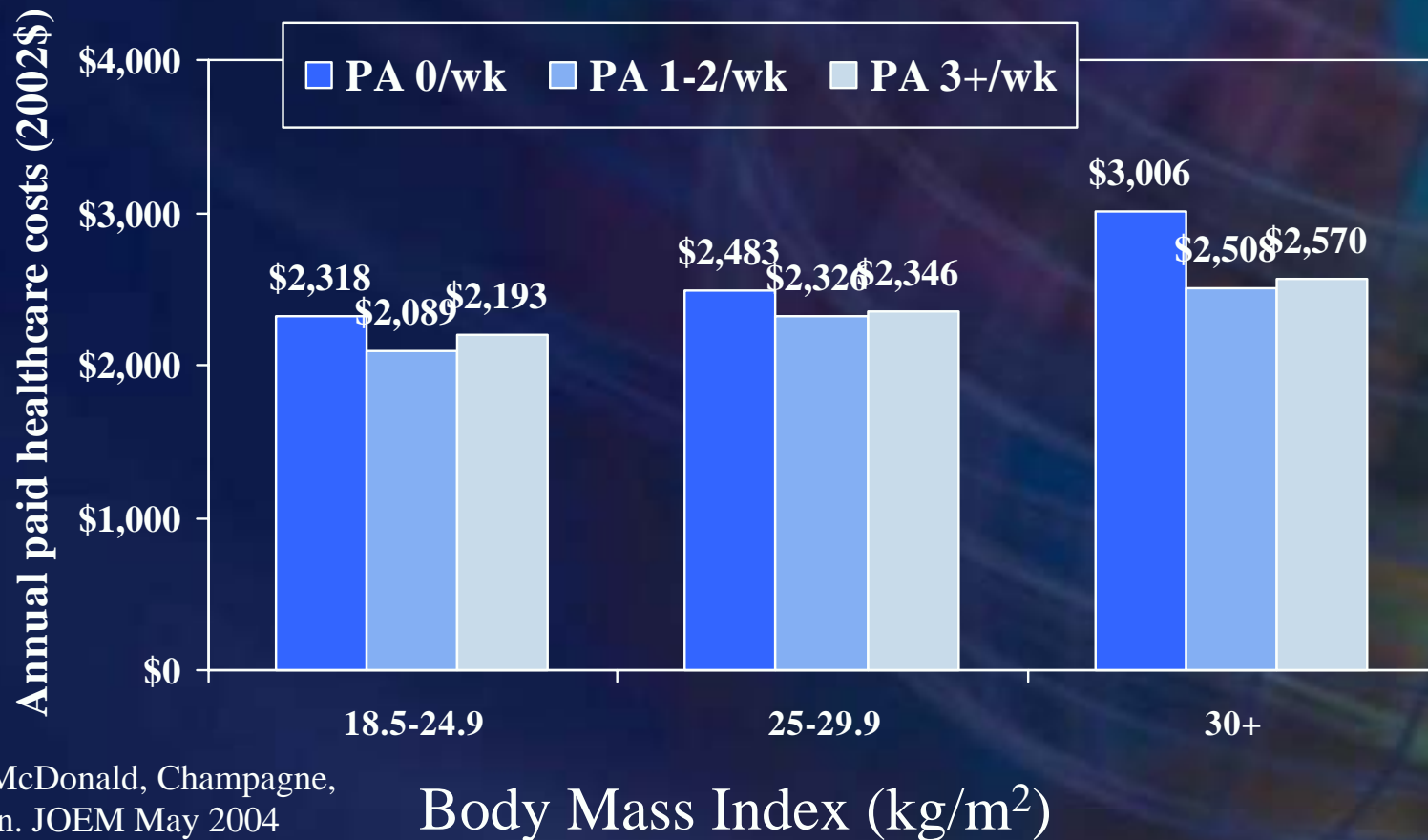


Business Priority: Increased Physical Activity



Adjusted Annual Paid Healthcare Costs by Physical Activity Status and BMI Levels: Actives Employees

- Obese individuals who engage in physical activity at least once a week cost less than sedentary obese individuals



Physical Activity/Obesity Business Plan

- Plan
 - Elevate attention about health consequences of sedentary lifestyle and obesity
 - Create multiple entry points/opportunities to engage with people regardless of risk factor
 - Offer on-line nutrition/diet and fitness information through lifesteps.com

Physical Activity/Obesity Business Plan

- Plan
 - Provide diverse on-site programming to avoid “one size fits all”, e.g., hunting conditioning, yoga, golf conditioning, etc.
 - Promote awareness of community resources, initiatives
 - Utilize Pedometer incentive to promote awareness and to increase activity levels.

Greater Flint Health Coalition



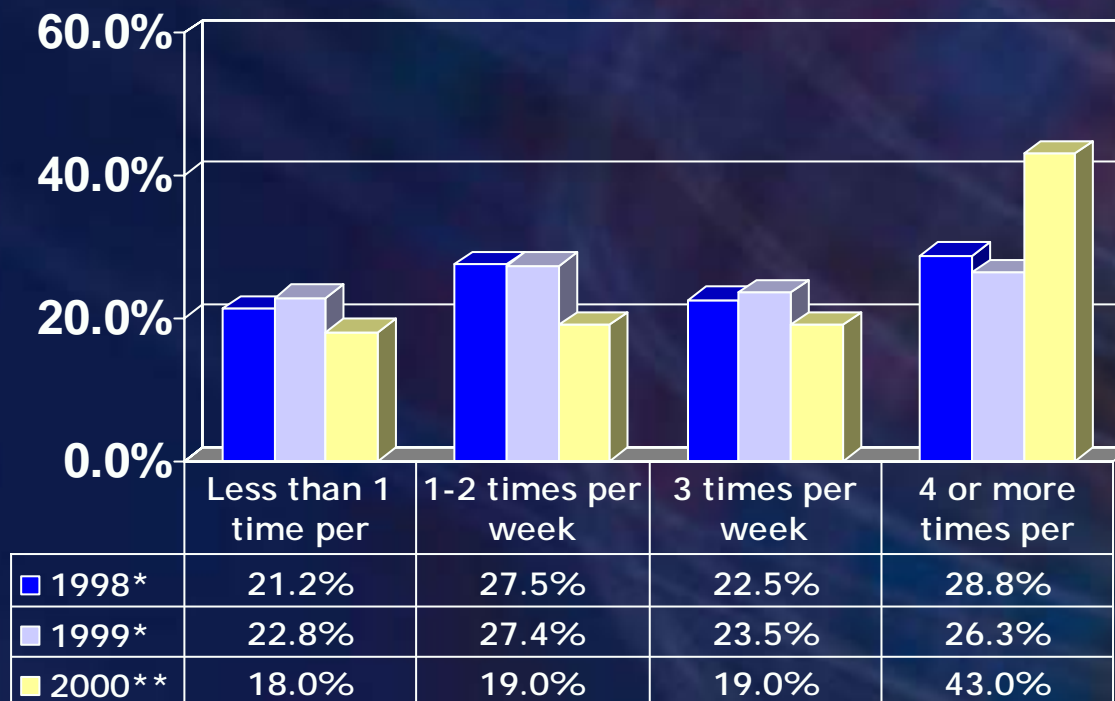
Health Improvement Committee's Action Plan for Reducing Sedentary Lifestyles and the “Just a Bit Gets You Fit” Campaign

UAW GM Community Health Initiatives Flint, MI

Flint, MI *Just a Bit Gets You Fit* Community Initiative

Health Improvement Committee Action Plan Results

Times Per Week Exercise Combined Community Data



* Participating organization in 1998 (104,446 surveyed with a 43% response rate) & 1999 (104,988 surveyed with a 53% response rate) years: Genesys, McLaren, City of Flint, Blue Care Network, Genesee County Health Department, G.I.S.D., GM/UAW LifeSteps, Bendle Public Schools, Hurley Medical Center, F.A.C.E.D.

**Michigan Health Access Survey, Genesee County 500 random sample of families (1200 individuals), May 2000



Southeastern Michigan's Physical Activity Initiative

GEAR UP, GET FIT!

(An Initiative of the Greater Detroit Area Health Council)

Conclusions/Learnings

- Adult targeted programs must be relevant, convenient, accessible (affordable) and interesting.
- A healthy worksite needs a healthy community
- Messages must be reinforced using multiple channels
 - Multi-communicators
 - Multi-affinity groups
 - Multi-media
- Identify clear goals, i.e., reducing sedentary behaviors not necessarily fitness focus or weight loss
- Focus on improving health status





THANK YOU